DOCUMENT RESUME

ED 412 891 HE 030 684

AUTHOR	Lowenstein, Ralph L.
TITLE	Pragmatic Fund-Raising for College Administrators and Development Officers.
ISBN	ISBN-0-8130-1525-1
PUB DATE	1997-00-00
NOTE	128p.
AVAILABLE FROM	University Press of Florida, 15 Northwest 15th St., Gainesville, FL 32611; phone: 1-800-226-3822 ($24.95).
PUB TYPE	Books (010) -- Guides - Non-Classroom (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Advisory Committees; Capital; Committees; Corporate Support; Donors; Educational Finance; *Fund Raising; Higher Education; Institutional Advancement; Letters (Correspondence); Partnerships in Education; Philanthropic Foundations; Planning; Private Colleges; *Private Financial Support; *Proposal Writing; *Recordkeeping; School Business Relationship; Writing (Composition)

ABSTRACT

This book offers practical advise and specific tools and strategies for both new and veteran fund raisers. Chapters cover issues such as how to recognize and approach a potential donor, how to organize a capital campaign committee, how to arrange successful meetings for advisory boards, how to approach foundations, and how to write compelling proposals. Extensive exhibits include a sample donor gift record sheet, an annual scholarship brochure, alumni publications, and 13 sample letters for invitations, for various types of thank-you situations, to recognize an alumnus, of condolence, regarding sale of property, of thanks following a meeting, to transmit a proposal, to confirm an agreement, to remind a donor of a pledge payment due, to introduce a scholarship recipient, and to ask for additional gifts. (LEE)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****